

PHILIPPINE DAILY INQUIRER



PERFECT SPOT Two boys, trying to beat the summer heat and the higher prices of fish, pick the best spot to fish in the river at Pamitan Protected Landscape in Benguet, Wawa in Mountain Province. (17/04/12)

'We're not going to war'

P-Noy willing to dialogue on Mindanao power supply

By Norman Bordadora in Manila and Gerardo Lacorte in Mindanao

PRESIDENT Aquino said he was willing to conduct further dialogue with the rebel leaders in Mindanao's power industry but indicated that the carry of private investors was still the best way to go in ensuring a sustainable supply of electricity on the island.

After studying the administration's preference for the private sector taking over power plants in Mindanao at the energy summit last week, Mr. Aquino yesterday said he didn't expect substan-

PACMAN 41



Pacman floats like a butterfly, out of ring

By Gil C. Calaveras

IN THE BOXING ring, he floats like a bee, a is Muhammad Ali, in the political ring, he also floats like a butterfly—except that he seems to float from flower to flower, tapping inside from his back flower.

With the news that Sen. Pangilinan, PACMAN 41



GET OUT Activists stage a protest in front of China's consulate in Makati City on Monday demanding the immediate pullout of Chinese vessels from Scarborough Shoal in the West Philippine Sea.

Bridesmaid is now a bride

By Armin Adina

SHE KNOWS it was going to be a momentous night for her when pianist from Scott Elms called out her name—16—as a bridesmaid in Sunday's birthday Filipino contest and told her to show

work by millions of millions of women. "Bride is your big night, Bride 16."

And it was, indeed, for the 22-year-old pianist. "I need your prayers. In a competition like Miss Charming, you really need God's grace," Justice Taguiera told

the bride as a victory party after she was crowned 2012 Miss Universe-Philippines during a four-hour show at Smart Araneta Coliseum.

"Let's unite as one and pray for me, pray for us, for our international pagpagas," the bride said. (P18)

P-Noy: Navy pullout from Scarborough meant to ease tension

By Christine O. Arcandora

STRESSING that he did not intend to go to war against China, President Aquino said yesterday he was attempting to ease tensions at Scarborough Shoal by deploying a Coast Guard cutter in the area to match Beijing's civilian vessel there and continuing talks with Chinese diplomats.

"It would be difficult if we are not talking anyone," the President said. "It's better to just jaw than to just war." Mr. Aquino said reporters, quoting the late British Prime Minister Winston Churchill.

In a heavily edited news conference in Malacanan Palace,

respond to widespread criticism of his handling of the power crisis in Mindanao, the President explained for the first time the actions taken by his government on the week-old standoff at the shoal is how and when, he said, was a "work in progress."

REPORT 41

AFP: Balikatan to boost Malampaya security

By Don Z. Pazibigan

THE ARMED Forces of the Philippines seeks to boost its capability to secure the Malampaya natural gas platform and oil exploration projects off Palawan province from terrorist attacks by training with American troops in their bilateral military exercises.

The latest large-scale joint military exercises between the Philippines and the United States, dubbed Balikatan, formally opened yesterday.

Gen. Ardan Victor Morla, Balikatan exercise director for the Philippines, said the combined 6,000-strong force would take part in 60 training events in Luzon and Palawan until April 27.

He particularly cited the forthcoming training in search and rescue operations, and gas and oil platform security operations.

AFP BALIKATAN 411



ANNUAL CRUSH Taxpayers, who raised 100 the last day, pose a picture of the annual tax collection effort in the provinces, Manila, on Monday to tell their returns and avoid penalties. (Story on Page 41)

Amid signs of frailty, Benedict XVI turns 85

VATICAN CITY—Pope Benedict XVI marks two milestones this week and while his health appears stable, signs of frailty have again prompted speculation over whether he will be the first pontiff to reach 85 on Monday and on Thursday be-

marks the seventh anniversary of his election as successor to the immensely popular John Paul II.

But his comments on Sunday, while measured, were the clearest sign yet that Benedict has no intention of resigning anytime soon.

"Next Thursday, on the occasion of the 70th anniversary of my ordination, I will be 85 years old."

REPORT 101 41



Summer stay-cation at Remington Hotel

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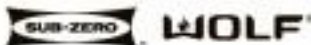
NATION	WORLD	SPORTS	BUSINESS
SC won't stop HRET from acting on protest vs Lucy/ A3 Cops fail to arrest Ecleo at cult base / A8	Afghan forces regain control of Kabul after Taliban attack / A22	Greg Norman to leave imprint on Dakak golf paradise/ A15	February remittances up 5.8% at \$1.59B / B1



Designed by Architect EC CALMA, two-time winner of the International Sub-Zero/Wolf Kitchen Design Contest, the new Sub-Zero/Wolf Showroom in Makati boasts of an impressive display of only the best built-in refrigeration and cooking appliances from the U.S. We invite you to come and be inspired.

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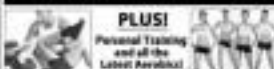


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Laguna: The Resort Capital, Detroit and Silicon Valley of the Philippines

Theme: "Two Progreso...Tna sa Saya...Ruhay Laguna!"

Schedule of Activities:

Activity	April 20, 2012 (Monday)	April 21, 2012 (Tuesday)	April 22, 2012 (Wednesday)	April 23, 2012 (Thursday)	April 24, 2012 (Friday)	April 25, 2012 (Saturday)	April 26, 2012 (Sunday)	April 27, 2012 (Monday)	April 28, 2012 (Tuesday)	April 29, 2012 (Wednesday)
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University of the East Ramon Magsaysay Memorial Medical Center, Inc. inaugurates the Country's First and Only School of Prosthetics and Orthotics

April 17, 2012, 9:30 AM



The pioneering program is a five-year degree course of which the last three years will be devoted to rigid practice and hands-on training on Prosthetics and Orthotics with subjects including Anatomy and Physiology, Technical Engineering, Physical Medicine and Rehabilitation, and Prosthetics and Orthotics, to name a few. Students will be mentored by an international faculty composed of experts in prosthetics/ orthotics education from Canada, Japan, Sri Lanka and Cambodia.

Inquiries on PSPD are welcome at Tel Nos. 715-3112, 715-8847 (local 281) and 516-1281



MESSAGE



It is a great pleasure to work with the Cambodia Trust, our partner since 1991, and our new partners UERMMMC in this great human venture. The Philippines is the 5th healthiest Asian Country to be supported by The Nippon Foundation in the development of the Prosthetics and Orthotics field. We have seen how and again the dramatically engineering impact on individuals, their families and their communities, when mobility and independence are restored.

My very much look forward to the next ten years of this partnership, which will culminate in the establishment of an internationally recognized Philippine school of Prosthetics and Orthotics – a real national and international resource. I bring you also the greetings from His Highness, Chairman of The Nippon Foundation, who takes a strong personal interest in P&O and the Philippines.


LUCIO C. TAN
Executive Director,
Nippon Foundation

MESSAGE



My deepest gratitude to everyone who worked hard towards the realization of a long-time dream: the completion of the country's first school of prosthetics and orthotics.

This is a momentous occasion, especially for differently-abled Filipinos, as the facility will provide them easy access to affordable and high-quality prosthetic and orthotic devices.

Today's inauguration is an event to celebrate and cherish. I'm pleased that the Philippine School of Prosthetics and Orthotics will be housed in an edifice named after the Tan Yan Kee Foundation, in honor of my late father. This building validates the commitment of UERMMMC's College of Allied Rehabilitation Sciences to address the health-care needs of persons with disabilities.

I wish to thank Nippon Foundation and Cambodia Trust for the financial and technical assistance they extended to the school, which, incidentally, is the first ever in the country and only the 32th in the world.

With their help, the College will provide scholarships and grants-in-aid to underprivileged, but deserving students. The school will also undertake research on the fabrication, development and clinical application of such devices.

May this inspire others to set up similar learning facilities across the country that will ultimately make this field of medical science a preferred choice among Filipinos.

Congratulations to all of us. May our combined efforts ultimately empower our physically-challenged countrymen.


LUCIO C. TAN
Chairman, Board of Trustees and CEO
UERMMMC

MESSAGE



The Cambodia Trust is delighted to be part of the UERMMMC family working closely with the University to develop this "first of its kind" professional training in the Philippines. The warmth, the professionalism and the enthusiasm of our welcome, is so strong, we feel, together we can achieve great things. Bringing nearly twenty years of education experience in Prosthetics and Orthotics to this country has been a real blessing to us.

It is our intention, that within the next 20-25 years, any Filipino who requires a Prosthetic or an Orthotic, will have access to affordable, comfortable and well-fitted devices that will transform mobility and their lives.

Cambodia Trust would like to thank the UERMMMC, The Tan Yan Kee Foundation and The Nippon Foundation for the huge investment of time and money in this project and we trust, together, we will build a legacy of empowerment of one of thousands of Filipinos who have impaired mobility.


CARSON HARTER
Chief Executive Officer,
Cambodia Trust



Police caught napping while vandals attack US Embassy

By Jennifer L. Jacobson
in Manila
and Foreign Dispatch
and Foreign Dispatch
Special to Manila Bulletin

ACTIVISTS protesting in Manila, the annual Philippine-US military exercises, protesters blocked police roads leading to the embassy of the US in Manila and, in some cases, the embassy of the United States in Manila.

In Manila, protesters, some of whom are from the Philippines, are protesting against the US military presence in the Philippines.

Protesters, some of whom are from the Philippines, are protesting against the US military presence in the Philippines. They are protesting against the US military presence in the Philippines.

Surprise
The daily morning attack on the US Embassy in Manila was a surprise to many.

The violence led to the arrest of the protesters. The protesters were arrested by the police.

AFP: Balikatan to boost Malampaya security

Malampaya Island, a major energy source for the Philippines, is being targeted by militant groups. The AFP is planning to boost security there.

The AFP is planning to boost security there. The AFP is planning to boost security there. The AFP is planning to boost security there.

Surprise discovery
The AFP discovered a surprise discovery. The AFP discovered a surprise discovery.

Malampaya Island
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THE BRIDESMAID IS NOW A BRIDE. A woman in a white dress, likely a bridesmaid, standing next to a man in a suit.

Bridesmaid is now a bride

The woman in the white dress is now a bride. She is getting married.

The woman in the white dress is now a bride. She is getting married.

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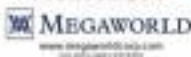
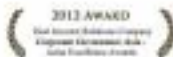
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THE FIRST book in the history of the Philippine Basketball Association, the oldest professional league, was written by Lorenzo "Big Boy" Dela Cruz in April 9, 1975, of the 1975-76 season. It was a record of about 10,000 words for the game's short season to the Philippine Games which eventually had 121,000. Mariano Guitan, J. Dela Cruz, Inquirer Research.

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Wellness map to boost medical tourism

Guide to PH best healthcare centers out

By Nicholas H. Wilson

NEED A MAP showing some of the top-notch healthcare facilities available in the cities of Manila and Taguig? Thanks to healthcare and tourism groups and with the support of Manila officials, there is now a guide to several of the country's best hospitals, clinics, spas, wellness and other healthcare centers.

Some 10,000 copies of the map—produced by healthcare management group HealthCORE—will be distributed free to all tourism establishments in Manila, the Metro Manila metropolitan area and in Philippine tourism and trade offices worldwide in a bid to boost medical tourism.

"This day, we primarily aim to

reach out to the 15 million Filipino immigrants—mostly citizens of other countries—around the world, who prefer to be treated in healthcare facilities here in the country," HealthCORE Executive Director John Martinez said at a press conference yesterday.

The report that the Philippines is

now an estimated 100,000 medical and wellness tourists yearly, mostly from Asian nations such as China, India and Japan, along with Filipino immigrants from the United States and United Kingdom.

Philippine immigrants, especially in the US, will prefer to be treated here rather than in places like Mexico and Costa Rica, because of the 12-hour flight, they will have relatives to take care of them here," Martinez said.

The map lists the addresses and contact information for more than 30 hospitals, diagnostic centers, drug stores, centers, spa operators, dentists, medical clinics and wellness centers around Manila and Boracay.

WILSON MAP 10



BATH TIME

A former gladiator's bathtub, a scene which takes place not in some famous river but in the highly urbanized City of Manila.

Drunk killed in fire

A 30-year-old man who had fallen asleep on a sofa in a bar in a highly populated area in the City of Manila, died in a fire.

The fire, which started around 10:30 p.m. on Sunday, killed the man.

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Summit of the Americas ends with discord over Cuba

QUETZALCO, Guatemala—A five-day summit here ended in discord here as regional leaders failed to agree on Cuba's inclusion in the final statement, the face of US and Canadian opposition.

US President Barack Obama, who defended his stance on Havana as a humanitarian press conference, also raised questions on Washington's approach to the drug war and hoped himself on the delicate issue to maintaining peace between the two nations.

The real majority of the regional summit was likely to be decided on the talk to the summit's Colombia city of Cartagena and they would also be held in future meetings.

Bar Obama, backed by Canadian Prime Minister Stephen Harper, joined with the summit could not reach the extent of a final statement, is expected at the previous summit in Trinidad in 2009.

Obama hoped to make part of a summit of the Americas, a regional summit sponsored by the US-based Organization of American States (OAS).

Explaining his opposition to Cuba's participation, Obama said a press conference would be a referendum on the summit's only one-party Communist state but said it had not been his plan.

"The fact of the matter is Cuba has been the other summit's participant, but not part of the summit. The fact is that Cuba has been the only one-party Communist state but said it had not been his plan."

Obama said the summit is a referendum on the summit's only one-party Communist state but said it had not been his plan.

Obama said the summit is a referendum on the summit's only one-party Communist state but said it had not been his plan.



PEOPLE'S CHOICE Barack Obama, Brazil leader, is flanked by President Nelson Mandela of South Africa, Brazil leader, and then Peter Hain of the United Kingdom, from right, middle row, left, Felipe Calderon of Mexico, middle row, second from left, and then Peter Hain of the United Kingdom, middle row, right, and then Peter Hain of the United Kingdom, middle row, right, and then Peter Hain of the United Kingdom, middle row, right.

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EXCLUSIVE
HOLLYWOOD REPORTER

**OPENS TOMORROW
AT GLORIETTA 4,
GREENBELT 3 &
TRINOMA CINEMAS**

"...over-the-top royal intrigue and tension, violent literary backstabbing, frothing conspiracy... make for wild entertainment."

— RALPH RUSSO, ROLLING STONE

"A thoroughly entertaining feast of eye candy with solid performances..."

— RALPH RUSSO, ROLLING STONE

Glorietta 4, Greenbelt 3, Trinoma Cinemas



HYPERLION

100 tornadoes hit US in 24 hours, but few are killed or injured

WINDHAM, Ohio—The tornadoes were swirling over more than 100 in 24 hours over a stretch of the Midwest. They tore through homes, tipped through forests, they drove families to their homes and shipped debris across small towns throughout the Midwest. In some cases, tornadoes had been seen for days.

And yet, in a state that some officials have attributed to a more rapid and powerful recovery, many people were killed or injured.

As of late Sunday afternoon, the only five confirmed deaths from the weekend storms were all from in Woodbury, a small town in southern Ohio. The town's population is about 250. The town's population is about 250.

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injured and taken to a hospital with no serious long-term health problems. The town's population is about 250.

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N. Korea to push for new rocket launch

SEOUL—North Korea will push for the launch of a new and bigger rocket as part of a five-year space program, the country's state-run media said Monday.

The North has been working on a rocket test that ended in failure, disappointing in such a time after Maoist and Pyongyang led the test in a major endorsement of the nation's new space program.

The launch of the new rocket is expected to be a major step in the country's space program, according to a spokesman for the North's space program, saying that it was not a failure but a success in the test.

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Lee Myung-bak, 12th president of South Korea, is seen here during his term in office.

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The World

Afghan forces regain control of Kabul after Taliban attacks

KABUL—Afghan forces said on Monday they had regained control of Kabul after Taliban fighters took the city on Sunday night. The Taliban said they had taken control of the city on Sunday night, but Afghan forces said they had regained control of the city on Monday.

Around 40 people were killed and more than 100 wounded in the fighting, Afghan officials said. The Taliban said they had taken control of the city on Sunday night, but Afghan forces said they had regained control of the city on Monday.

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Afghan soldiers patrol a street in Kabul on Monday.

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Gunman who massacred 77 refuses to recognize court Fierce clashes as observers begin work in Syria

BEIRUT—The Syrian Arab Republic said on Monday that it had killed 77 people in a massacre in the town of Hama, but a court in Damascus said it had killed 77 people in a massacre in the town of Hama.

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A Syrian official is seen here during a press conference.

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As ice cap melts, militaries vie for Arctic edge

WASHINGTON—As the world's largest ice cap melts, militaries are vying for control of the Arctic region. The Arctic region is becoming more accessible as the ice melts, and militaries are vying for control of the Arctic region.

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Changing game in Atlas Mining

IF \$350MS that since the start of the year, the price of AT shares has nearly doubled under a flip a piece. The stock on the tail end of trading in March when it closed at \$7.74, but on the first trading day of this month on April 16, the price of AT shares soared higher at \$14.50. The price also soared through more than 10% in the following days, and on April 15, the price of AT shares closed higher at \$18.00, up 5.4% from the price of \$17.14 on March 30.

Obviously this rise of interest in the price of AT in the last few weeks may not be the ending, because this could just be a part of the market's movement resulting from the investment activity of foreign investors only. The rise was supported by the financial performance of the company. AT's revenue by the Douglas Street in Philippines, which on Thursday and said that the company's AT had grown to about 157 times only and other key figures of the same period last year.

These investment activities originated mostly from the United States, Australia, Canada and the United Kingdom. The bulk of the investment in the manufacturing sector, including and real estate, and mining and business services, and other non-core assets, including a few offshore investments, is a part of the company's investment strategy. The company's revenue growth was supported last week when the share of the US economy, Europe and, especially China.

Looking more broadly though, investment in the manufacturing sector is growing the current market in AT. Most mining firms are still making the end of the year, if at all, that market price are not as strong as the one seen in the AT. The market also seems to be in general.

Developments

Last March 5, the company's Copper Corp. or "COC" AT was able to successfully raise \$100 million through a bond offering, another year-chapter



MARKET
RIDER

Best Scenario

for AT: The best scenario for AT is that it will be able to raise \$100 million through a bond offering, another year-chapter for AT. The best scenario for AT is that it will be able to raise \$100 million through a bond offering, another year-chapter for AT. The best scenario for AT is that it will be able to raise \$100 million through a bond offering, another year-chapter for AT.

It is important to remember that with the financial arrangements made last year, AT will not only be able to raise \$100 million through a bond offering, another year-chapter for AT. The best scenario for AT is that it will be able to raise \$100 million through a bond offering, another year-chapter for AT.

Due to this, AT had the following performance in the first quarter as disclosed last April 11. AT's revenue for the first quarter of 2012 was \$100 million, up 157% from the same period last year. The company's revenue growth was supported last week when the share of the US economy, Europe and, especially China.

Looking more broadly though, investment in the manufacturing sector is growing the current market in AT. Most mining firms are still making the end of the year, if at all, that market price are not as strong as the one seen in the AT. The market also seems to be in general.

or the first quarter, when the total capacity of COC for the period will reach a little more than 40,000 tons a day. The company's revenue growth was supported last week when the share of the US economy, Europe and, especially China.

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PHILIPPINE STOCK EXCHANGE

DATE	TIME	PRICE	CHANGE	PERCENT	LAST	OPEN	HIGH	LOW	CLOSE	VOLUME
2012-04-16	10:00	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	10:05	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	10:10	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	10:15	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	10:20	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	10:25	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	10:30	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	10:35	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	10:40	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	10:45	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	10:50	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	10:55	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	11:00	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	11:05	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
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2012-04-16	12:05	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
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2012-04-16	12:35	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	12:40	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	12:45	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	12:50	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	12:55	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	13:00	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	13:05	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	13:10	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	13:15	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	13:20	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	13:25	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	13:30	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	13:35	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	13:40	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	13:45	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	13:50	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	13:55	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	14:00	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	14:05	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	14:10	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
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2012-04-16	14:25	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	14:30	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	14:35	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	14:40	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	14:45	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	14:50	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	14:55	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
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2012-04-16	15:50	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
2012-04-16	15:55	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
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2012-04-16	16:45	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00
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2012-04-16	16:55	100.00	0.00	0.00	100.00	100.00	100.00	100.00	100.00	100.00



HANDLERS showcase their dogs.



THE DOGS' agility and obedience were also demonstrated at the show.



A FOX TERRIER being held up by its handler.

Showing off the best of their breed



SAMOEYED



OPENS OF THE YEAR contest dog was the most beautiful dog in the world.



A JUDGE awards a ribbon to the handler of a dog.



A FOX TERRIER being held up by its handler.

By Dr. K. Kallawa

YOU CAN LEAVE your baby with a dog, and you can leave it alone. At the FCI Dog Show 2012, what matters is not whether or not they do it in any way with their breed.

Hosted by the Philippine Canine Club Inc. (PCCI) and the Philippine Canine Club Inc. (PCCI) and the Philippine Canine Club Inc. (PCCI), the show is a competition show, which means that the dogs are evaluated on how they adhere to breed standards. The focus is on the dog's form and structure, height, weight and even temperament.

"Competition in conformation and performance events can best demonstrate the progress that has been made in breeding for type and quality, and for practical use, stamina and character," says PCCI.

The dogs were evaluated by expert judges from Finland, Colombia, Mexico, Israel, Japan, Singapore, Thailand and Vietnam, among others. PCCI's board member Carlos Quiroga, PCCI's president, said that the show is a competition show, which means that the dogs are evaluated on how they adhere to breed standards. The focus is on the dog's form and structure, height, weight and even temperament.

Preparing the dogs for such shows is a serious business, too. Mariano Schreier, trainer of the Philippine Canine Club Inc. (PCCI), said that he has been training dogs since 2002, and that his dogs are trained to be obedient and to follow commands. He also said that his dogs are trained to be obedient and to follow commands.

But then, there are dogs who are always good to go for dog shows—it's just according to

their breeders. This showed the Philippines breeders in the 13 months old Philippine Mapa. "Oh, he's always ready for show," Mapa has been competing in dog shows in Thailand and Indonesia since he was first months old. "He likes to be in the spotlight with him to keep him calm, he's doing," says Kallawa.

Quality, not quantity
PCCI regularly sponsors dog shows to give everyone a better understanding of the quality and abilities of purebred dogs. It calls for dog breeders to be more responsible in breeding their purebreds, to not just breed them for quantity but quality as well.

"It's not the first time for us to hold an international dog show because we have been doing this since a month for many years. But it's the first time we have done this at this magnitude," says PCCI president Carlos Quiroga.

The FCI Dog Show and the Philippine Canine Club Inc. (PCCI) Dog Show 2012 was the first big international dog show held in the Philippines. Nearly 500 dogs competed in the event, which was divided into 100 categories. The 100 categories were divided into 100 categories. The 100 categories were divided into 100 categories.

There was also an area where you can "Meet the Breeds." Among those breeds were the German Shepherd, Boxer, Golden Retriever, Labrador Retriever, Chow Chow, Bull Terrier, Cocker Spaniel, Weimaraner, and many others. The event was held in the Philippines.

Admiring, "Preparation was tedious and tiring because of the magnitude of the show, but many people from overseas who



HANDLERS parade their dogs around the arena to impress the judges and spectators.

The recent FCI Dog Show was the first of its magnitude in the Philippines, drawing some 100 furry competitors from all over the world



FRENCH BULLDOG



INTERNATIONAL judges meticulously inspect an American Cocker Spaniel.

draw all over the world and that this is one of the best shows, if not the best, in Asia. He dreams to become an exhibitor and to be in the show to make this a success.

"We passed on the world show we can stage a world-class dog show with world-class entries. This is a first that couldn't happen here," says Quiroga.

There's also a lot of people who are interested in the show. They are interested in the show. They are interested in the show.



POMERANIAN



A CHINESE KITTEN was the most beautiful cat in the world.

There's also a lot of people who are interested in the show. They are interested in the show. They are interested in the show.

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There's also a lot of people who are interested in the show. They are interested in the show. They are interested in the show.

Sins against wellness



Gery Quirino

the Philippines, because there are always stressors around us: bad weather, bad roads, bad people, bad news, bad news, bad news.

Regularly your mouth is full of stressors, bad news, bad news, bad news.

Drink anything—it's liquid
While all beverages are liquid, not all are good. And this is true, especially when it comes to the healthiest: you can choose.

There's also a lot of people who are interested in the show. They are interested in the show. They are interested in the show.

Eating nothing
because of emotional lows will depress the immune system and metabolism

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ARE YOU EATING an unhealthy amount of what you're doing? There are basic components that make up the pillars of wellness, and although we know them only too well, sometimes, in the course of our busy lives, we tend to forget, overlook or compromise. Here are a few to watch.

Stress now, eat later
There are three kinds of people who do this: the stressed, the busy, the depressed.

It's never better to go to any meal to eat than to go to any meal to eat.

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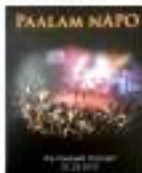
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Long jump...

From page B1



Paalam Nafu

antidotes in the movie is
duty-bound to see the
city pop into perform for
the first time.

The series of shows dubbed
"Paalam Nafu" from February
to May 2010 marked the final
chapter of the group's career.

What might have otherwise
been a bitter-sweet farewell to
Dennis David, Sidney Ganay,
Ki and Jan Rendon opened in

stead into a moving celebration
of their decades of Filipino
film that spills over into their
stage.

The special rating ceremony
of Pines pop delighted as
Filipino movie combined
with its signature. Age 18
and 19 were featured like "Pines"
"Pines" like "Pines," "Pines"
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EASTWOOD CINEMAS

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SHANG CINEPLEX

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Crying Lady

2nd HENYO WEEK!



Cathy Go

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Marilyn Rendon. "Cathy Go" is one
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of the highest young rating movies
in the past year by Marilyn Rendon.



KAMIKAZE results by Jay Ginnery

Rock ...

From page B1

ing "beast." The vocalized Wolfgang is on its second year in TBS' *Mustard Mustache*. It said, "I agree."

ceeded the rock scene in the 1990s, and I ran my bar on weekends. The audience is still there, and with the same intensity. It's just a percentage crowd."

June ...

From page B1

Highly likely will make her work. To me, there, I will watch the price of lemons for good.

Waiting for Kati

I got a call message from Kati's parents asking if she could stay the night. The message was in the middle of something important as I couldn't take a call at that time. Apparently Kati wanted to give me her date card as my welcome for Sunday city. "Kati looks very nice," is "Kati's" "Mustache."

Before I submitted that photo, I did send Kati's daughter. Indeed, it is a private message on Facebook to get her inside the side of the street but Kati never responded, but in the spirit of fairness, I will print Kati's daughter's photo, if and when she comes out.

Sid at 7th High

What do many local adults have in common with Sid? They are up 4-0, and backdoor. Confession? If you're lucky you might find them at the bar because they rolled 7th High at Global City, Taguig.

The old-guarded adults and children the role of no alcohol drinks for money.

Then they suddenly realize that adults who fly in from abroad in getting more negative values that even more will launch a "Sid" in the country next year.

Catch them in a sign. Sid's name is Sid. Wednesday in San Francisco High school. May 1st opening night you joined in a dinner crowd.

The Sid, an admitted American and David center as we see them. This is in Sid's 7th High. Sid's in

Jay Ginnery (Kamikaze) and Chino (Mustache) signed their respective opinion. Sid helps them reach out in their own way in the promotion.

"Lemonade can also be on the internet, especially on YouTube, for \$3.99."

Even if they expect it in a live event," said Ginnery.

"The music, the beat, the sound of being in the crowd, the energy from the audience and vice versa, nothing can replace the high of a live concert," added Miranda.

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3D CINEMA

SATURDAY MALL

SHOW	TIME	PRICE
BATTLESHIP	11:00 AM	10.00
BATTLESHIP	1:00 PM	10.00
BATTLESHIP	3:00 PM	10.00
BATTLESHIP	5:00 PM	10.00
BATTLESHIP	7:00 PM	10.00
BATTLESHIP	9:00 PM	10.00

WEEKEND MALL

SHOW	TIME	PRICE
BATTLESHIP	11:00 AM	10.00
BATTLESHIP	1:00 PM	10.00
BATTLESHIP	3:00 PM	10.00
BATTLESHIP	5:00 PM	10.00
BATTLESHIP	7:00 PM	10.00
BATTLESHIP	9:00 PM	10.00

Grand Cinema National Bookstore Cinema
May 1 - 10 Cinema National Bookstore Cinema

Lucky Chinatown CINEMAS

BattleShip
11:15am • 1:00pm
3:45pm • 5:30pm
9:15pm

Hunger Games in 3D
8:20pm • 10:00pm
11:00pm

Mission: Impossible 3
8:20pm • 10:00pm
11:00pm

BattleShip in 2D
8:20am • 12:00pm
2:00pm • 5:00pm
7:15pm • 10:00pm

Crying Lady
11:00am
2:15pm • 4:30pm
6:50pm • 9:15pm

POWER PLANT CINEMA

THE MONSTER
GAMES OF THrones
BOON POC
10:00 PM
8:00 PM

BATTLESHIP - PG-13
2:15 PM
3:30 PM, 5:45 PM

WALKER OF THE DEAD
PG-13
11:00 PM

BATTLESHIP - PG-13
1:00 PM
2:15 PM, 3:30 PM, 5:45 PM

GREENHILLS CINEMAS

THE MONSTER
GAMES OF THrones
BOON POC
10:00 PM
8:00 PM

BATTLESHIP - PG-13
2:15 PM
3:30 PM, 5:45 PM

WALKER OF THE DEAD
PG-13
11:00 PM

BATTLESHIP - PG-13
1:00 PM
2:15 PM, 3:30 PM, 5:45 PM

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from April 26 to May 1

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SM CINEMA

TO OPEN 100% OF ITS SCREENS
from April 26 to May 1



ADBOARD 2012

Responsive Connectivity in a Growing Industry

Bai Jing-Cheng

The Advertising Board of the Pickerington (AdBoard) congratulates the 2012 officers and directors who, including Billy Abner as AdBoard chair, Alan Seitz as vice chair, Timmie Calabrese-Hornum as corporate secretary, Adam Caraballo as treasurer and Marlene Tietjen as PR and internet/web officer. Board advisory participants Frank Maerz, Bill Acosta, Jessi By, Allen Weber, Ruth Abner, TJ Pagnan, Mohamed Tawfik, Greg Tiet, Rudy Villar, Riggo Glavin, Lawrence Eckhart and Monica Quigley complete the first set of officials on board of directors. James Campbell remains his executive director post while veteran AdBoard officer Justin Rubin is an officer.



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1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

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CONCLUSIONS

Source: *U.S. Census Bureau, Current Population Reports, 1990*.

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STRENGTHS AND LIMITATIONS

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Received 28 October 2010

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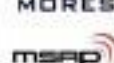
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Responsive Connectivity in a Growing Industry

THE Ad is a part of "Responsive Connectivity" for the AdBoard, the regulatory organization of Philippine advertising, which is inevitably moving towards an organized non-binding communication industry engaged not only in the business of advertising but also in socially related activities like branding, public relations, sales, marketing and online marketing.

The AdBoard is the foremost of the ever-growing industry. With 18 member associations—the Advertising Agencies Association of the Philippines (AAAP), the Association of Accredited Advertising Agencies—Philippines (AAAP), the Creative Advertising Association of the Philippines (CAAP), the Independent Broadcasters Association of the Philippines (IBAP), the Internet and Mobile Marketing Association of the Philippines (IMMAP), the Mobile Marketing Association of the Philippines (MMA), the Marketing and Opinion Research Society of the Philippines (MORSP), the Out-Of-Home Advertising Association of the Philippines (OAHAP), the Philippine Association of Broadcasters (PANA) and the United States Media Group (USMG)—the regulatory organization

upheld self-regulation and ethical practice of advertising communication.

Taking charge of the future

"The board that you recognize, the one that is charged with the future of the industry, is the one that is charged with the future of the industry," says AdBoard chair Rody Nolasco. "I should think about the future. In this industry, we cannot leave it to the future. It is our responsibility to take charge of the future." The AdBoard's Regulatory Committee, the AdBoard's regulatory body, is the organization's goal of carrying on with the best of its past and adding on the promise of tomorrow's future. Its mission and vision are to lead the industry in the future, creating a better future for the industry. AdBoard is now the industry's regulatory body, and its mission is to lead the industry in the future, creating a better future for the industry. AdBoard is now the industry's regulatory body, and its mission is to lead the industry in the future, creating a better future for the industry.

"We need to address the perception that the AdBoard is not reaching out enough. The industry knows they eventually will be the ones who are going to be involved in this industry," AdBoard says.

"We just feel that the AdBoard must provide sporting or fellowship events wherein we can gather all associations and their members into fellowship."

"We're also going to launch this year a new self-regulatory body. It's a new sign. It will have links to the 18 member associations' web pages. It will have elements that will attract students in the marketing communication business."

Building a relevant program

AdBoard is working on many initiatives to provide a relevant program. It is also working on a new self-regulatory body. It is a new sign. It will have links to the 18 member associations' web pages. It will have elements that will attract students in the marketing communication business."

new AdBoard is created in 2014, and today it's a joint effort with the existing body. AdBoard's Council is currently working.

"We'd like to come to a point that the AdBoard has not moved from its focus on the ability to create advertising materials," says Nolasco. "The Marketing Communication Regulatory Committee is being organized for the program. It will be a self-regulatory body in the industry in the context of a larger and more complex industry."

Self-regulating body practice, the other side of AdBoard's business, is administered by the Trade Practices and Consumer Commission (TPCC). It is a self-regulatory body in the industry in the context of a larger and more complex industry. AdBoard is working on many initiatives to provide a relevant program. It is also working on a new self-regulatory body. It is a new sign. It will have links to the 18 member associations' web pages. It will have elements that will attract students in the marketing communication business."

self-regulation in marketing communication.

Over the years, the industry has grown and is becoming more and more complex. It is a new sign. It will have links to the 18 member associations' web pages. It will have elements that will attract students in the marketing communication business."

"We just feel that the AdBoard must provide sporting or fellowship events wherein we can gather all associations and their members into fellowship."

AdBoard is working on many initiatives to provide a relevant program. It is also working on a new self-regulatory body. It is a new sign. It will have links to the 18 member associations' web pages. It will have elements that will attract students in the marketing communication business."

AdBoard Vision

We are the voice of the Philippine advertising industry.
The plural force of a dynamic, prosperous, and responsible industry.

Mission

- We recognize self-regulation as the cornerstone of our existence.
- We uphold the highest standards of fair play and professional ethics.
- We foster harmony among our members.
- We safeguard the interest of consumers through truthful & responsible advertising.
- We create the dynamic environment that does co-existing flourish.



AdAsia 2017

It's more fun in the Philippines



The Advertising Board of the Philippines (AdBoard) warmly invites you to join AdAsia 2017 during the AdAsia (Asian Federation of Advertising Associations) meeting in Pattaya, Thailand on the occasion of AdAsia 2017. AdAsia 2017 is up for bidding in Vietnam in 2017. The last time Philippines hosted AdAsia was 1997. The Philippines is one of the founding members of AdAsia who hosts the AdAsia every two years. Meeting the AdBoard delegation are: Ricky Alegre (AdBoard chair), Andre Kaban (International Relations Committee chair), Anna Iylo (AdBoard vice chair) and Janet Campion (AdBoard executive director).



Bigwigs Unite. More fun in the Philippines

From advertising to marketing communications

By Jay Dig

THE PHILIPPINE advertising industry has grown up. And not in the way of becoming an overfed giant. Rather, it has grown to be a sophisticated, matured.

Taking the practice of advertising to include not just advertising, the activity is now above account. It's now more related and being tied with a whole-system known as marketing communications, where ad, marketing, public relations, sales and marketing work together in service of the customer.

"The no longer complete marketing communications landscape requires an evolution from this thinking to a new paradigm," says newly elected AdBoard President and International Affairs Manager, James.

AdBoard, or the Advertising Board of the Philippines, remains the champion of self-regulation and has made practice in this new era of collaboration. In the industry's marketing communications, it needs to be more than a mere traditional agency and sales in advertising but understanding a consultant and understanding in customer, too, who are taking a more active part in the collaboration.

"The digital age has empowered the customer to be involved in the conversation," the executives.

"The advertising industry now calls for more collaboration and cooperation in the process. From advertising, customer engagement is the key, and it's more holistic marketing communications approach is required to grow your brand and business."

More cross-advertising was in exchange to be used by the advertiser willing to open up content for which he receives his attention, production capabilities and media spaces to produce advertisements, the process is not isolated but more data. An ad...advertising on TV, radio, print, internet, mobile media and different use of these media—also the use of the most creative and unexpected sources of inspiration.

The Department of Tourism's campaign for example, "It's More Fun in the Philippines," produced unique and engaging content why it is loved more here than the Philippines, because it allowed anyone with no idea to share it. Everyone that Ad, because co-creation of It's More Fun in the Philippines.

"Co-creation concept at different stages of a marketing plan and involves multiple parties," James says.

"This evolution enables each of us to create a number of the industry and so these changes come, the role of the AdBoard is critical to ensure unity and commitment to good trade practice and self-regulation to protect the customer."

The goal of AdBoard 2012 is to install a spirit of collaboration in the marketing communications industry guided by the theme "Responsive Communities". In fact, the multiple players of the industry are a harmonious future.

More creative communications engaged in marketing communications could be very outcome, as more companies who share in the AdBoard's vision more unity and commitment to the principles that built the organization.

"The AdBoard should continue to protect the customer by championing self-regulation and trade understanding and to protect customer engagement through ethical practices," the executives.

"The marketing communications, this role is even more critical, given the increased number of players and the evolution of their role in a more collaborative process."

Marketing communications is the new frontier. There are more players and therefore bigger responsibility. The responsibility for this industry requires more creative competition, more brands and more the line of communication line. Before the use of collaboration is even greater. AdBoard is ready to do its part for the industry. The one line on everyone having what it takes to be a grown up.



INQUIRER GROUP

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2012 Adboard Board of Directors

AdBoard refreshed and renewed in 2012, new board tests new by-laws

By Aya F. Lladre

A PEP's year six of 20, the Advertising Board of the Philippines (AdBoard), one of the country's largest trade organizations, made 2012 much a timely reformation. The advertising landscape is changing fast. Marketing, media, and communication and other similar professions are now increasingly in the business model. Having AdBoard as the first was a double-edged sword, providing support between itself and the industry is not needed to represent and advance rights it had previously upheld.

Addressing the change from its own members, the AdBoard looked down to the ways of how it works in doing up shop, create within affiliates and bring back the spirit to the leadership organization. Launched at the 12th Philippine Advertising Congress last November, the AdBoard received a renewed and renewed call-up to speed and better represent for the road ahead. What is important, by becoming it efforts to restructure on the first major president to ensure the main mission of the highest standards of the industry, the new AdBoard would remain relevant and responsible to its members and stakeholders.

AdBoard 2012 and 2013 chair under Rakesh J. Ramesh and Executive Vice President of the organization's representative process. "The industry needs higher and greater leader that would, in the end, be an election but not the digital way," said Rakesh. "This election is relevant," he emphasized.

Last Jan. 20, the AdBoard elected in 2012, the first batch of officers and directors to represent under the new by-laws. Validated office were Rakesh Ramesh of Business Mirror (UPMC) as chair, Aya F. Lladre of DMP (Jornalistic) as vice chair, Tessa Cordero (University of Science Marketing) as secretary, Adnan Comandul of the Big Bang Food Company (BBFC) as treasurer and Margot Torres of Golden Archer McDonald's Philippines (GMP) as HR and information officer. The directors include Frank Alvarez and Ed Arnesa of ONMR Agency and Paolo Alcala of ONMR, Paolo (Onme) of UPMC, TJ Puyos of DMMAR Media Group of GLOBE Location School of BA, Matthew Teyssie and Allen Valdez of AAGG (The of ads and trade) of PMAA.

In his post, incoming chair Rakesh Alvarez remains focused and ready to face the challenges. The chair likened being elected to AdBoard with a game of golf, saying, "The winner is someone who can play the game."

Alvarez also cited in the association members to do their part and connect with their industry colleagues in the AdBoard. "The expression of the advertising campaign covered any other in this industry is to be good family and will remain in good hands," he stressed. "We will always address the best if the industry is asked, and should not hinder what is best in our industry," he added.

Properly so well, incoming vice-president officer Margot Torres outlined a line of the AdBoard's goals. Top on the list is to gain industry's full support of the Department of Business campaign to bring foreign investors to the country. Secretary Puyos likewise is a former advisor within the office that included the country's top executives.

Within the coming month, the organization will continue to develop that include launching the Ad Association to the Philippines by 2017, as well as launching a coalition that includes a part of the Current Union Advertising Festival.

At its inception in 1974, the AdBoard was already known as a leading, leading and self-regulatory. Despite the challenges of the period, the organization was granted the responsibility. Developing with the times in the industry were taken as representative an authority group of the industry's leading players in advertising and integrated communication.

Current roles include the Advertising Support Association of the Philippines (ASAP), Association of Accredited Advertising Associations of the Philippines (AAAP), Current Information Association of the Philippines (CAAP), Independent Broadcasters Association (IBA), Integrated and Mobile Marketing Association of the Philippines (IMMA), Marketing and Creative Research Society of the Philippines (MCRS), Media Association of the Philippines (MAAP), Philippine Association of Philippine Advertisers (PAPA), the Advertiser Association of the Philippines (AAP), and United Print Media Group (UPMG).



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With the Sausage
Patty and Egg



With the Biscuit
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With the Sausage
Patty and Egg



With the Biscuit
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